# Attachment A to Declaration of Sallie S. Schools

#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 41 of 93 PageID: 524

COMPANY NAME: Circa Direct LLC ADVERTISER NAME: Circa Direct LLC

**MEDIA PLAN NAME:** Pulse360 CPM **MEDIA PLAN START** 

3/9/2010

**MEDIA PLAN END DATE: 3/9/2011** 

**PUBLISHER NAME:** Pulse360 **PACKAGE NAME: CPM** 

PACKAGE START 3/9/2010 DATE:

PACKAGE END DATE: No expiration

**SPEND CAP:** No **GUARANTEED** No **MINIMUM:** 

**CAP SPENDING AT** CONTRACTED

AMOUNT: No

**PLACEMENT NAME:** 160x600 USA Only

**PLACEMENT SIZE:** 160 x 600

FREQUENCY CAPPING: 3 times per 24 hours



DATE:

**Washington Mom** Makes \$77/hr Online!

Unemployed Mom Makes \$6,397/Month Working Online! Read How She Did



**Acai Berry EXPOSED** (Consumer Report)

Washington Warning! Health Reporter Discovers The Shocking Truth!



**Washington Mom Discovers \$3 Whitening Trick** 

Dentists DO NOT want you to know about THIS teeth whitening secret!

#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 42 of 93 PageID: 525

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Tracking URL Here]"></iframe>

**PLACEMENT NAME:** 300x250 USA Only

**PLACEMENT SIZE:** 300 x 250

FREQUENCY CAPPING: 3 times per 24 hours



Washington Mom
Makes \$77/hr Online!
Unemployed Mom Makes
\$6,397/Month Working Online!
Read How She Did It.



Acai Berry EXPOSED:
Washington
Washington Warning Haalth

Washington Warning: Health Reporter Discovers The Shocking Truth!



**DON'T Pay For White Teeth** 

Washington Mom discovers one simple trick to turn yellow teeth white from home for

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Tracking URL Here]"></iframe>

PLACEMENT NAME: 728x90 USA Only

**PLACEMENT SIZE:** 728 x 90

FREQUENCY CAPPING: 3 times per 24 hours



Acai Berry EXPOSED (Consumer Report)

Washington Warning! Health Reporter Discovers The Shocking Truth!



Washington Mom Makes \$77/hr Online!

Unemployed Mom Makes \$6,397/Month Working Online! Read How She Did It.

<iframe allowTransparency="true" frameborder="0" scrolling="no" marginheight="0"
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Tracking URL Here]"></iframe>



LEISURE

HEALTH

#### 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession

POLITICS

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WORLD



BUSINESS







ENTERTAINMENT



Julie investigates the HCA Cleanse diet to find out for herself if this super diet works.

( Piscataway ) - HCA is the latest weight loss fad and with many positive University studies out, is gaining huge momentum in the diet world. It is extracted from the so called super fruit Garcinia Cambogia and has been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

But we here at Daily Health 6 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to

conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a free trial of the LeanSpa with Pure HCA. While there are ton's of ads for HCA online, LeanSpa with Pure HCA is one of the most credible and trustworthy suppliers on the market. The HCA used are in their purest form unlike other competiting supplements. Artifical HCA is what is used in most supplemetents and is uneffective, LeanSpa gets it's HCA directly from the Garcinia fruit and is the only supplement that does so. It included the free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose LeanSpa with Pure HCA is because it is the most concentrated and purest garcinia products on the market. This would give me the most accurate results for my test.

#### Here is what LeanSpa with Pure HCA claimed on their website...

- Up To 4 Times More Weight Loss Than Standard Diets
- · Boosts Energy without the 'jitters'
- Burn Calories
- Boost Immune System
- Rich in Antioxidants
- Pure form of HCA (very rare)

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining HCA with colon cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the HCA encourages weight loss and increases energy, the colon cleanse helps rid your body of toxins and allows your body to work and burn calories more efficiently. I chose LeanSpa Cleanse to test.



SCITECH

OPINION

Julie Ayers, our Health and Diet columnist, recently put the HCA Cleanse Diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Colon Cleanse, she has reached the conclusion to what this diet is all about, and the results were surprising.

#### She lost 25lbs in 4 weeks.

The benefits of the HCA CLeanse diet beat all of our initial skepticism. We found the diet not only with weight loss, but it seemed to boost energy levels, and also helped Julie sleep better and to wakeup more rested.

#### Step 1:

First get LeanSpa with Pure HCA Use our exclusive promo "LEAN195" and get price reduced to \$1.95!

#### Step 2:

Then get LeanSpa Cleanse Use our exclusive promo "CLEANSE195" and get price reduced to \$1.95!

\*\*This is key. Use both for results like

Free Trials expire on Friday, March 11, 2011

#### Weather



Thursday, March 10, 2011

ON AIR

#### » RELATED VIDEOS

SPORTS

Garcinia Cambogia (HCA) Facts

Garcinia Cambogia Extract - A Natural Weight Loss Supplement

The Real Dangers of having a Toxic Colon

Special CBS new report on the importance of colon health. Why it's important to remove toxins from your colon.

#### » ADVERTISEMENTS



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#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 45 of 93 PageID: 528

#### Here is what LeanSpa Cleanse claimed on their website...

- Helps Eliminate Bad Toxins that have Built Up Over the Years
- Removes 'Sludge' from the Walls of the Colon
- Helps Get Rid of Gas and Bloating
- Helps to Regulate the Metabolism

And the LeanSpa Cleanse, like the HCA, had a free trial with a 100% satisfaction guarantee and had no hidden offers.

#### **Putting HCA to the Test**

Both the LeanSpa with Pure HCA and LeanSpa Cleanse arrived within 4 days of having placed my order online for the free trials.

The bottles I received held a month's worth of pills which worked out perfect as I was to follow the supplement routine for 4 weeks time and document my progress throughout.

#### My Test

#### 4 Week HCA Diet: LeanSpa with Pure HCA + LeanSpa Cleanse

- Take one LeanSpa with Pure HCA pill per day
- Take one LeanSpa Cleanse pill per day

#### My Results

#### Week One

After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the HCA which curbs the appetite.

I honestly felt fantastic.

And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

#### Week Two

After two weeks of using both supplements, I started the week off with even more energy and was actually sleeping more soundly than before. I was no longer waking up during the night and tossing and turning because my body was actually able to relax (this is a result of getting rid of the toxins I think). Plus I still managed to lose another 7 lbs, putting me at an unbelievable 16 lbs of weight loss, in just 2 weeks.

I must admit that I'm starting to believe that this diet is more than just a gimmick.

#### Week Three

After 3 weeks all my doubts and skepticism had absolutely vanished! I am down, 2 full dress sizes, after losing another 6 lbs. And I still have a ton of energy. Quite often, around the third week of other diets, you tend to run out of steam. But with the LeanSpa with Pure HCA and LeanSpa Cleanse diet my energy levels don't dip, but remain steady throughout the day. I no longer need that cat nap around 3pm in the afternoon! And I am even noticing that my stomach is digesting food so much better. No bloating or embarrassing gas after I eat!!

#### **Week Four**

After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the LeanSpa with Pure HCA and LeanSpa Cleanse diet! Actually everyone at Daily Health 6 is kicking themselves for not having volunteered to be the guinea pig. Using the LeanSpa with Pure HCA and LeanSpa Cleanse in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that left to lose. Given the results and the added





#### » Weight Loss Tips

- 1. Set a goal. Identify your ideal weight and set up a plan to start reaching your goal.
- 2. Don't be afraid to ask for and get help.

You're not going to lose weight alone. Tell you family. Get support.

- 3. Vitamins are good for you. The American diet lacks essential vitamins and minerals. Balance your health with the best supplements.
- 4. Walk the Walk. You burn calories when you walk, did you know that? Keep active and balance your diet with regular exercise.
- 5. Sleep it off. To be an efficient fat-burning machine, your body requires at least eight hours of sleep a night. If you think that you're doing yourself a favor by sleeping less, you're mistaken.

health benefits I will continue to use the products indefinitely!

#### I couldn't be any happier with the results.

#### I Lost 25 lbs in 4 Weeks, No Special Diet, No Intense **Exercise**

**Conclusion**: Like us, here at Daily Health 6, you might be a little doubtful about the effects of this diet, but you need to try it for yourself; the results are real. After conducting our own personal study we are pleased to see that people really are finding success with it (myself included:)). And you have nothing to lose. Follow the links to the free trials I have provided and know that you are getting a quality product that works; no strings attached!

Good luck with your weight loss,

- Julie Ayers

Click Here To Get A Free Trial Of LeanSpa with Pure HCA

Use our exclusive promo "LEAN195" and get price reduced to 1.95!

Click Here To Get A Free Trial Of LeanSpa Cleanse

Use our exclusive promo "CLEANSE" and get price reduced to

\*\*This is key. Use both to get the same results as Julie!

Free Trials expire on Friday, March 11, 2011

Would you like to share a consumer tip for next week? If so, please send us an e-mail!

#### Comments (10 out of 177)

Read Responses For: "Diet Trends: A look at America's Top Diets" - Julie Ayers Report

#### Diane says:

11:33 AM Wednesday, March 09, 2011

My friends and I have all been waiting for the hca cleanse diet to hit the news. Atleast 5 of us have all done the diet (costing us upwards of \$300+) and we all lost a bunch of weight. This stuff truley is incredible and has changed all of our lives. Good luck to everyone who takes advantage of this wonderful opportunity

#### Michelle says:

12:58 PM Wednesday, March 09, 2011

I saw this report on tv the other day and was amazed at the results. I am getting married next month so the timing couldn't have been better!! thanks for the tip!

#### Jen says:

1:54 PM Wednesday, March 09, 2011

I've gone ahead and ordered my free trials. I can't wait to get started and see what happends.

#### Stephen savs:

4:24 PM Wednesday, March 09, 2011

I've been seeing hca diets all over. I even heard my mom talking about this diet a few days ago since one of her friends has lost like 12 lbs in the first 15 days! I definately have to try this, thanks.

#### Julie says:

5:16 PM Wednesday, March 09, 2011

Yay! glad to see it's helped and that my story is getting out there! good luck!

#### Davis says:

6:05 PM Wednesday, March 09, 2011

This stuff is amazing! My best friend Jessica did the same diet and lost an incredible amount of weight... couldn't believe it and had to do some research on my own which is how I found this article. I can't

Μe

Leave A Reply Comments will appear after approval by our editorial team. Thank you.

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\*LeanSpa with Pure HCA T&C (the following was taken directly from their website): By placing your order today you'll be shipped 1 bottle of LeanSpa Weight Loss System tablets (just pay S&H). If you feel The LeanSpa Weight Loss System is not for you, cancel within 14 days from today to avoid the purchase fee of \$79.99 and enrollment in the auto-shipment program which sends you a 1 month supply every 30 days starting 30 days after your trial period. You can cancel at any time by contacting our Customer Care Department via phone at 1-800-839-9990 • This transaction will appear on your bill as "LEANSPA 888 839 9990"

\*LeanSpa Cleanse T&C (the following was taken directly from their website): By placing your order today you'll be shipped a 30 day supply of LeanSpa Cleanse tablets (just pay S&H). If you feel LeanSpa Cleanse is not for you, cancel within 14 days from today to avoid the purchase fee of \$79.99 and enrollment in the auto-shipment program which sends you 1 bottle every 30 days starting 30 days after your trial period. You can cancel at any time by contacting our Customer Care Department via phone at 1-800-839-9990 • This transaction will appear on your bill as "LEANSPA 888 839 9990"

SUBSCRIBE News | Comments | Email | Thursday, March 10, 2011



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#### 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

















Shown above is a blogger from New Jersey that lost 42 pounds with Pure HCA and Colon Cleanse!

STEP 1: Click here for LeanSpa with Pure HCA

Use our exclusive promo "LEAN195" and get price reduced to \$1.95!

STEP 2: Click here for LeanSpa Cleanse

Use our exclusive promo "CLEANSE195" and get price reduced to \$1.95!

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**ACT NOW TO CLAIM YOUR** BOTTLE!

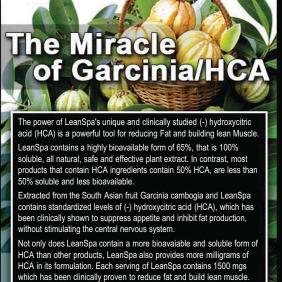
LIMITED TO 1 ORDER PER HOUSEHOLD

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Secure and Safe Transactions

#### **LEANSPA CLINICAL RESULTS**





LeanSpa's unique high strength HCA is just one of several of it's key ingredients that supports the products effectives. The makers of LeanSpa believe strongly that the high cost investment in its unique HCA as well the blend and quality of LeanSpa's specialized ingredients is what separates us from the rest.

# **Change Your Body**

In a pilot study on 17 subjects, the LeanSpa Formula showed a significant, average weight loss over a 2-month period. More important, the change in weight was PROPER weight loss in that it subjects lost fat while gaining muscle. Under the usual dieting regimen, weight loss from dietary changes alone causes loss of muscle as well as fat.

Also, many weight loss/dieting regimens result in bone mineral loss, an undesirable outcome. This was not the case with LeanSpa. Much of the observed fat loss in this study occurred in the abdominal region, the area of most concern to physicians. Decreases in abdominal fat are important to

#### Get a Celebrity Looking **Body** Today!



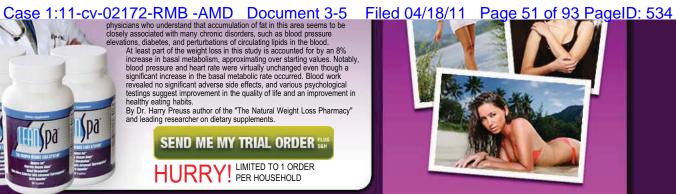
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revealed no significant adverse side effects, and various psychological testings suggest improvement in the quality of life and an improvement in healthy eating habits.

By Dr. Harry Preuss author of the "The Natural Weight Loss Pharmacy" and leading researcher on dietary supplements.

SEND ME MY TRIAL ORDER

HURRY! LIMITED TO 1 ORDER PER HOUSEHOLD





#### You Too Can

## Get Thin starting TODAY! Sculpt your Body and Melt Away Tummy Fat with an Optimum Combination of Weight-Loss Ingredients.

#### **Garcinia Cambogia**

HCA works by blocking lipogenesis or conversion of starches and sugars into fat that is stored and increases our weight. HCA also lessens existing fat through increased breakdown. Addi tionally, HCA raises the levels of Serotonin that have a role in appetite regulation.

#### **Green Tea**

Green tea helps promote fat burning and provides EGCG, a powerful metabolism booster and an essential

#### 5-Hydroxytryptophan

5-HTP increases the production of serotonin. Serotonin is essential for weight loss as it is a brain chemical which controls appetite. Serotonin is the satiety or satisfaction chemical. When your brain makes more serotonin, your appetite is more readily controlled, for example your thirst is when you drink

The Acai Berry has one of the highest antioxidant value of any edible substance in the world - 50 times that of

#### **Caffeine**

Caffeine acts as a dietary aid to promote increased fat oxidation and breakdown

#### **Octopamine HCL**

Octopamine HCL stimulates receptors involved in the processes of fat metabolism that directly cause fatty acids to be released from the adipose tissue and metabolized

#### Chromium

Chromium may help to control type 2 diabetes or the glucose and insulin responses in persons at high risk of developing the disease. Additionally, chromium can have an impact on blood lipid levels. Studies indicate that chromium can decrease total and low-density-lipoprotein (LDL or "bad") cholesterol and triglyceride levels and increased concentrations of apolipoprotein A (a component of high-densitylipoprotein cholesterol known as HDL or "good" cholesterol)







Have Questions? Feel free to contact Customer Service by calling 1-800-839-9990 Note: Customer pays just shipping and handling fees at sign-up. Customer is responsible for shipping costs on all returns.

Please view our Returns and Refunds Policyfor other restrictions that may apply.

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customer testimonials found through online searches, customers are not endorsed.

\*\*The proper weight system describes our system which encourages exercise, diet, and supplementation with LeanSpa to improve body composition that incorporates fat loss and lean muscle preservation.

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Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 53 of 93 PageID: 536 LIMITED TIME OFFERI **FREE YOUR BODY CLEANSE WITH LEANSPA** First Name Last Name Address: LeanSpa Cleanse May Help: Zip Code: Flush waste & toxins City: Stimulate weight loss State: Flatten your stomach Phone: Reduce headaches & irritability **Boost energy CLAIM TRIAL BOTTLE** Secure and Safe Transactions LEANSPA CLEANSE CUSTOMERS **Have Experienced Help With The Following:** Detoxification and Total Body Balance 🏻 🌠 Eliminating Water Retention Increasing Energy Levels Reducing Gas & Bloating Cleansing Entire Internal System Maintaining Healthy Cholesterol Hollywood's Secret Diet Flush waste & toxins • Stimulate

### How Do You Want to Feel?

weight loss • Flatten your stomach · Boost energy

LeanSpa Cleanse is a colon cleanse that can break up and flush waste and toxins. LeanSpa Cleanse users can boost their energy, reduce headaches and irritability, flatten their stomachs and stimulate their weight loss.

The average person may have fecal matter trapped on their colon wall. When your intestines are clogged, toxins can circulate throughout your entire

LeanSpa Cleanse users can feel healthier, happier, and thinner, which can considerably improve their quality of life.

LeanSpa Cleanse uses herbs to gently purify and sweep the colon, promoting a healthy balance within the body. LeanSpa Cleanse also assists in the absorption of vitamins and minerals







supplement.

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FTC-000443 Schools Att. A





## Feel Lighter & Stay Healthier

Are you overeating? If you constantly feel hungry and lack energy, it may be time to us LeanSpa Cleanse. The solution may be as simple as a colon cleanse. Weight gain affects millions of Americans, and many wonder why they are gaining weight. In some cases, an unhealthy colon and digestive system are a contributing factor to weight gain.

What if your body isn't allowing you to absorb essential vitamins and minerals from the food you eat? If you constantly feel exhausted and have intense food cravings, you may tend to eat more throughout the day in order to get the proper nutrition, which in turn leads to weight gain.

By using LeanSpa Cleanse and maintaining a healthy diet, you may begin to feel and look better. If you are ready for clearer skin, flatter abs, and a positive attitude, LeanSpa Cleanse is your solution.

Proper colon care is essential to maintaining a healthy and happy lifestyle. LeanSpa Cleanse is the most effective dietary supplement for cleansing your body. It contains 6 herbal superstars that may help flush harmful food debris and toxins from the colon.

Nearly 50 million Americans are believed to have problems with their digestive tract. Cleansing your system and detoxifying naturally is a simple solution and can improve your overall health.

Have you ever considered this simple question?

Are You Clean Inside?



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Have Questions? Feel free to contact Customer Service by calling 1-800-839-9990

Note: Customer pays just shipping and handling fees at sign-up. Customer is responsible for shipping costs on all returns.

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#### 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

#### As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession













Julie investigates the Acai Berry diet to find out for herself if this super diet works.

( Piscataway ) - Acai berries are the latest weight loss fad. These so called Super Foods that you take as a supplement to lose weight have been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

But we here at Daily Health 6 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a risk free trial of the <u>UltraBerry Slim</u>. While there are ton's of Acai berry ads online, <u>UltraBerry Slim</u> is one of the most credible and trustworthy suppliers on the market. It included the risk free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose UltraBerry Slim is because it is the most concentrated and purest acai products on the market. This would give me the most accurate results for my test.

#### Here is what UltraBerry Slim claimed on their website...

- · Up To 4 Times More Weight Loss Than Standard Diets
- Boosts Energy without the 'jitters'
- **Burn Calories**
- **Boost Immune System**
- Rich in Antioxidants

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining acai berry with colon cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the Acai Berry encourages weight loss and increases energy, the colon cleanse helps rid your body of toxins and allows your body to work and burn calories more efficiently. I chose ColoThin to test.

#### Here is what ColoThin claimed on their website...

- Helps Eliminate Bad Toxins that have Built Up Over the Years
- Removes 'Sludge' from the Walls of the Colon
- Helps Get Rid of Gas and Bloating
- Helps to Regulate the Metabolism



James Field

"Acai Berry Diet,

Is it a scam or not?"

Julie Ayers, our Health and Diet columnist, recently put the Acai Diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Colon Cleanse, she has reached the conclusion to what this diet is all about, and the results were surprising.

#### She lost 25lbs in 4 weeks.

The benefits of the Acai berry diet beat all of our initial skepticism. We found the diet not only with weight loss, but it seemed to boost energy levels, and also helped Julie sleep better and to wakeup more rested.

#### Step 1:

First get <u>UltraBerry Slim</u> Use our exclusive link and get price reduced to \$3.95!

#### Step 2:

Then get **ColoThin** Use our exclusive link and get price reduced to \$4.79!

\*\*This is key. Use both for results like Julie

Risk Free Trials expire on Friday, March 11,

#### **Network Reviews:**

ABC News Calls Acai Berry A Superfood! Many world-class athletes have started using Acai berry products as part of Thursday, March 10, 2011

#### » RELATED VIDEOS

**Acai Berry: Fox35 Special Report** 

Acai Health Benefits America's #1 Superfood. Look younger and Live Longer and Healthier

The Real Dangers of having a Toxic Colon

Special CBS new report on the importance of colon health. Why it's important to remove toxins from your colon.

#### » ADVERTISEMENTS



FTC-000446 Schools Att. A Page 16 of 52

#### Case 1:11-cv-02172-RMB -AMD Document 3-5

And the ColoThin, like the Acai Berry, had a sample with a 100% satisfaction guarantee and had no hidden offers.

#### **Putting Acai to the Test**

Both the <u>UltraBerry Slim</u> and <u>ColoThin</u> arrived within 4 days of having placed my order online for the bottles.

The bottles I received held a month's worth of pills which worked out perfect as I was to follow the supplement routine for 4 weeks time and document my progress throughout.

#### My Test

#### 4 Week Acai Berry Diet: UltraBerry Slim + ColoThin

- Take one UltraBerry Slim pill per day
- Take one ColoThin pill per day

#### My Results

#### Week One

After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the Acai Berry which curbs the appetite.

I honestly felt fantastic.

And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

#### Week Two

After two weeks of using both supplements, I started the week off with even more energy and was actually sleeping more soundly than before. I was no longer waking up during the night and tossing and turning because my body was actually able to relax (this is a result of getting rid of the toxins I think). Plus I still managed to lose another 7 lbs, putting me at an unbelievable 16 lbs of weight loss, in just 2 weeks.

I must admit that I'm starting to believe that this diet is more than just a gimmick.

#### **Week Three**

After 3 weeks all my doubts and skepticism had absolutely vanished! I am down, 2 full dress sizes, after losing another 6 lbs. And I still have a ton of energy. I no longer need that cat nap around 3pm in the afternoon! And I am even noticing that my stomach is digesting food so much better. No bloating or embarrassing gas after I eat!!

#### **Week Four**

After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the UltraBerry Slim and ColoThin diet! Actually everyone at Daily Health 6 is kicking themselves for not having volunteered to be the guinea pig. Using the <u>UltraBerry Slim</u> and <u>ColoThin</u> in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that left to lose. Given the results and the added health benefits I will continue to use the products indefinitely!

I couldn't be any happier with the results.

I Lost 25 lbs in 4 Weeks, No Special Diet, No Intense Exercise Filed 04/18/11 Page 57 of 93 PageID: 540



their personal training regimen.

- ABC News



Studies show that the acai berry is one of the most nutritious foods in the world. Acai is packed with antioxidants, amino acids and essential fatty acids.

- MSNBC



CBS News notes that Acai berries are "rich in B vitamins, minerals, fiber, protein and omega-3 fatty acids. Acai berries also contain oleic acid.

- CBS NEWS

#### Weather



#### » Weight Loss Tips

CLICK HERE

Flush Pounds of Harmful

Toxins with Acai

Acai Cleanse

#1 Selling Acai

- **1. Set a goal.** Identify your ideal weight and set up a plan to start reaching your goal.
- 2. Don't be afraid to ask for and get help. You're not going to lose weight alone. Tell you family. Get support.
- 3. Vitamins are good for you. The American diet lacks essential vitamins and minerals. Balance your health with the best supplements.
- **4. Walk the Walk.** You burn calories when you walk, did you know that? Keep active and balance your diet with regular exercise.
- **5. Sleep it off.** To be an efficient fat-burning machine, your body requires at least eight hours of sleep a night. If you think that you're doing yourself a favor by sleeping less, you're mistaken.

#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 58 of 93 PageID: 541

**Conclusion**: Like us, here at Daily Health 6, you might be a little doubtful about the effects of this diet, but you need to try it for yourself; the results are real. After conducting our own personal study we are pleased to see that people really are finding success with it (myself included:)). And you have nothing to lose. Follow the links I have provided and know that you are getting a quality product that works; no strings attached!

Good luck with your weight loss,

- Julie Ayers

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Use our exclusive link and get price reduced to \$3.95!

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My friends and I have all been waiting for the acai diet to hit the news. Atleast 5 of us have all done the acai diet (costing us upwards of \$300+) and we all lost a bunch of weight. This stuff truley is incredible and has changed all of our lives. Good luck to everyone who takes advantage of this wonderful opportunity

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#### Julie says:

5:16 PM Wednesday, March 09, 2011

Yay! glad to see it's helped and that my story is getting out there! good luck!

#### Davis says:

6:05 PM Wednesday, March 09, 2011

This stuff is amazing! My best friend Jessica did the same diet and lost an incredible amount of weight.. i couldn't believe it and had to do some research on my own which is how I found this article. I can't believe they are offering risk free trials! I know Jessica spent something like \$600 and was thrilled.. imagine how excited she would be if it cost her under \$10.00. This is a godsend, thanks so much!!

#### Damo says:

7:17 PM Wednesday, March 09, 2011

I've been struggling my whole life with my weight and I really hope this is the answer. I've gone ahead and ordered the risk free trial and signed up to the gym aswell. I really hope to lose atleast 50 pounds before the end of the year

FTC-000448 Schools Att. A Page 18 of 52 Daily Health 6 - Diet Trends: A look at America's Top Diets

Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 59 of 93 PageID: 542

Amy says:

Hey Julie, i just ordered my risk free trial. I can't wait to get them!! Thanks, Amy xoxoxo

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James says:

8:31 PM Wednesday, March 09, 2011

My wife used both these products, and the change in her is remarkable. She looks and feels wonderful and we are BOTH grateful!

Wanda says:

9:45 PM Wednesday, March 09, 2011

A friend of mine did the UltraBerry Slim diet and recommended it to me 3 weeks ago. I ordered the products and received them within 3 days (although I didnt get the discounted shipping). The results have been incredible and I can't wait to see what weeks 3 and 4 bring.

#### **Leave A Reply**

Me

Comments will appear after approval by our editorial team. Thank you.

Name:	
City:	
Email:	
essage:	

Submit

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The statements made on this website have not been evaluated by the Food & Drug Administration. The FDA only evaluates foods and drugs, not supplements like these products. These products are not intended to diagnose, prevent, treat, or cure any disease. Results may vary. If you are pregnant, nursing, taking other medications, have a serious medical condition, or have a history of heart conditions we suggest consulting with a physician before using any supplement. The information contained in this Website is provided for general informational purposes only. It is not intended as and should not be relied upon as medical advice. The information may not apply to you and before you use any of the information provided in the site, you should contact a qualified medical, dietary, fitness or other appropriate professional. If you utilize any information provided in this site, you do so at your own risk and you specifically waive any right to make any claim against the author and publisher of this Website and materials as the result of the use of such information.

\*S&H charges do apply. Results will vary by person, and the special offers may only be available for a limited time. Some of the products described on this site have terms regarding continued billing after the trial period ends. This is referred to as negative option, or continuity billing. Therefore, it is important to ensure that you are fully aware of the terms associated with each product before you order. To make this easier for you, we have included links to the billing terms for each of the products below. Please keep in mind that these are separate companies and we are not the best source for information about orders or specific policies. Because these companies control their own policies, shipping and other fees may change periodically.

\*UltraBerry Slim T&C (the following was taken directly from their website): You will have a 14-day trial period (the 'Trial Period') to try our Product. The Trial Period will start after you place your order, and will end at 11:59 p.m. Eastern Standard Time on the 14th day. Upon shipment of your trial supply your credit card will be charged shipping and handling charges of \$3.95 for your trial bottle. Canceling During Trial Period: If you wish to cancel your order within your Trial Period, simply call our Customer Care Department at 888-839-9990 and inform us that you wish to cancel (or visit www.leanspa.com/page/returns and follow the prompts on the website to cancel), then return your trial bottle (even if it's empty!) within 30 days from canceling, by the method set forth in Section 3, below. If you cancel within the Trial Period and return your trial bottle within 30 days after canceling, you will not incur any further charges. If you cancel but do not return the bottle, your credit card will be charged \$79.99 for the 30-day supply. You also are responsible for all shipping charges to return the Product to us. The free pedometer included with your trial purchase is yours to keep even if you cancel your enrollment, during the Trial Period or at any other time.

\*ColoThin T&C (the following was taken directly from their website): When you place your initial order by clicking the "Submit & Confirm", we will send you 1 bottle (a 30 day supply) of ColoThin, and your credit card provided today will be charged \$69.95 (plus s&h) and in approximately 30 days you will be charged \$69.95 plus a shipping and handling charge of \$3.95 for your second bottle of ColoThin which then qualifies you for

Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 60 of 93 PageID: 543

our Rebate Program. If you qualify for our Mail-In Rebate Program (see below), you can receive a rebate of \$69.95, providing you with one FREE bottle of ColoThin. If you have any questions, please contact our Customer Service Department online at www.getvitacleanse.com/rebate/info/4.php or call us at 1-888-950-3438. Today's charges and future charges will appear on your credit card as Swiss Sciences Nutrition.



SEND MY TRIAL ORDER

https://support.ccbill.com

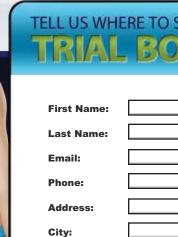
Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 62 of 93 PageID: 545 as advertised on CNN MS USA

ColoThin Lose Waste Lose Weight



#### ColoThin May Help:

- Flush waste & toxins
- Stimulate weight loss
- Boost energy



State:

Zip Code:

**SEND MY TRIAL ORDER** 

## **CLAIM TRIAL BOTTLE**

#### **FREE Fat Loss DVD!**

Celebrity Trainer's 5 Keys to Guaranteed Fat Loss

We cannot yet reveal the Celebrity Personal Trainer and best-selling author featured in this free DVD! Try ColoThin today, and you can have her DVD, ABSOLUTELY FREE!





Hi, I'm Allison. I'm here to make sure that you receive great service. If you have questions, contact me at allison@colothin.com

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100% SECURE AND SAFE TRANSACTIONS

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## **COLOTHIN CUSTOMERS**

Have Experienced Help With The Following:

- Detoxification and Total Body Balance
- Eliminating Water Retention
- Increasing Energy Levels
- Reducing Gas & Bloating
- Cleansing Entire Internal System
- Maintaining Healthy Cholesterol



# How Do You Want to Feel?

Flush waste & toxins • Stimulate weight loss • Flatten your stomach • Boost Energy

Colothin is a colon cleanse that can break up and flush waste and toxins. Colothin users can boost their energy, reduce headaches and irritability, flatten their stomachs and stimulate their weight loss.

0/

## Try ColoThin Today & Get a FREE Fat Loss DVD!

This Celebrity Trainer's DVD, 5 Simple Keys to Guaranteed Fat Loss reveals her coveted Fat-Loss Secrets!

Due to licensing restrictions, we cannot yet reveal the Celebrity Personal Trainer and best-selling author featured in this Free DVD!

"he average person may have feed matter transed on

FTC-000452 Schools Att. A Page 22 of 52 Case 1:11-cv-02172-RMB -AMD, Document 3-5 Filed 04/18/11 Page 63 of 93 PageID: 546

their colon wall. When your intestines are clogged, toxins can circulate throughout your entire body.

Colothin users can feel healthier, happier, and thinner, which can considerably improve their quality of life.

Colothin uses herbs to gently purify and sweep the colon, promoting a healthy balance within the body. Colothin also assists in the absorption of vitamins and minerals.







IT'S A FREE BONUS FOR

TRYING

This is your time to have great health, vitality and energy.

Try this Product!





#### Feel Lighter & Stay Healthier

Are you overeating? If you constantly feel hungry and lack energy, it may be time to use Colothin. The solution may be as simple as a colon cleanse. Weight gain affects millions of Americans, and many wonder why they are gaining weight. In some cases, an unhealthy colon and digestive system are a contributing factor to weight gain.

What if your body isn't allowing you to absorb essential vitamins and minerals from the food you eat? If you constantly feel exhausted and have intense food cravings, you may tend to eat more throughout the day in order to get the proper nutrition, which in turn leads to weight gain.

By using Colothin and maintaining a healthy diet, you may begin to feel and look better. If you are ready for clearer skin, flatter abs, and a positive attitude, Colothin is your solution.

Proper colon care is essential to maintaining a healthy and happy lifestyle. Colothin is the most effective dietary supplement for cleansing your body. It contains 6 herbal superstars that may help flush harmful food debris and toxins from the colon.

Nearly 50 million Americans are believed to have problems with their digestive tract. Cleansing your system and detoxifying naturally is a simple solution and can improve your overall health.

Have you ever considered this simple question?

Are You Clean Inside?



## **COLON HEALTH NEWS:** IN THE MEDIA



"Colorectal cancer is the second leading cause of cancer death in the U.S."

- CBS



"Every living thing has at least one parasite that lives inside or on it, and many, including humans, have far more!"

- Discover Magazine

"Colon cancer is the third most common tumor in the U.S., with 108,000 cases diagnosed and 41,000 deaths this year." Read What People Are Saying About

## ColoThin

Countless people are using ColoThin, the tried and tested 100% natural cleanser!



'If I cannot get it sooner, then I guess I will have to wait. Your product has really helped me lose a lot of weight. It flushes out everything I eat. I have run out of pills, so I don't want to start putting the weight back on. That's why I was anxious about getting the shipment right away, if possible. Thank you very much."

- Staci D., Kentucky, 2010



Thank you for shipping the ColoThin to me in such a timely manner. I appreciate the quick service. This really does work for me.

Wanda M., Texas, 2010



"Cleansing helped me take off the weight that I couldn't lose, even after training for a triathalon! With this power-

FTC-000453 Schools Att. A Page 23 of 52



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#### 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession













Julie investigates the Acai Berry diet to find out for herself if this super diet works.

( Piscataway ) - Acai berries are the latest weight loss fad. These so called Super Foods that you take as a supplement to lose weight have been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

But we here at Daily Health 6 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a free trial of the TrimSport Acai. While there are ton's of Acai berry ads online, TrimSport Acai is one of the most credible and trustworthy suppliers on the market. It included the free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose TrimSport Acai is because it is the most concentrated and purest acai products on the market. This would give me the most accurate results for my test.

#### Here is what TrimSport Acai claimed on their website...

- · Up To 4 Times More Weight Loss Than Standard Diets
- Boosts Energy without the 'jitters'
- **Burn Calories**
- **Boost Immune System**
- Rich in Antioxidants

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining acai berry with colon cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the Acai Berry encourages weight loss and increases energy, the colon cleanse helps rid your body of toxins and allows your body to work and burn calories more efficiently. I chose PureCleanse 360 to test.

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#### » ADVERTISEMENTS



FTC-000455 Schools Att. A

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After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the Acai Berry which curbs the appetite.

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And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

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I must admit that I'm starting to believe that this diet is more than just a gimmick.

#### Week Three

After 3 weeks all my doubts and skepticism had absolutely vanished! I am down, 2 full dress sizes, after losing another 6 lbs. And I still have a ton of energy. Quite often, around the third week of other diets, you tend to run out of steam. But with the TrimSport Acai and PureCleanse 360 diet my energy levels don't dip, but remain steady throughout the day. I no longer need that cat nap around 3pm in the afternoon! And I am even noticing that my stomach is digesting food so much better. No bloating or embarrassing gas after I eat!!

#### **Week Four**

After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the TrimSport Acai and PureCleanse 360 diet! Actually everyone at Daily Health 6 is kicking themselves for not having volunteered to be the guinea pig. Using the TrimSport Acai and PureCleanse 360 in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that left to lose. Given the results and the added health benefits I will continue to use the products indefinitely!

I couldn't be any happier with the results.

Filed 04/18/11 Page 66 of 93 PageID: 549



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- ABC News



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#### Weather



Weather Forecast | Weather Maps | Weather Radar

# CLICK HERE Flush Pounds of Harmful Toxins with Acai Acai Cleanse #1 Selling Acai

#### » Weight Loss Tips

- **1. Set a goal.** Identify your ideal weight and set up a plan to start reaching your goal.
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#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 67 of 93 PageID: 550

#### I Lost 25 lbs in 4 Weeks, No Special Diet, No Intense **Exercise**

Conclusion: Like us, here at Daily Health 6, you might be a little doubtful about the effects of this diet, but you need to try it for yourself; the results are real. After conducting our own personal study we are pleased to see that people really are finding success with it (myself included:)). And you have nothing to lose. Follow the links I have provided and know that you are getting a quality product that works; no strings attached!

Good luck with your weight loss,

- Julie Ayers

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Daily Health 6 - Diet Trends: A look at America's Top Diets

#### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 68 of 93 PageID: 551

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products and receiv		nmended it to me 3 weeks ago. I ordered the didnt get the discounted shipping). The results as 3 and 4 bring.
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Name:		
City:		
City.		
Email:		

Submit

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\*TrimSport Acai T&C (the following was taken directly from their website): You will have a 14-day trial period (the 'Trial Period') to try our Product. The Trial Period will start after you place your order, and will end at

Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 69 of 93 PageID: 552

11:59 p.m. Eastern Standard Time on the 14th day. Upon shipment of your trial supply your credit card will be charged shipping and handling charges of \$4.95 for your trial bottle. Canceling During Trial Period: If you wish to cancel your order within your Trial Period, simply call our Customer Care Department at 888-839-9990 and inform us that you wish to cancel (or visit www.leanspa.com/page/returns and follow the prompts on the website to cancel), then return your trial bottle (even if it's empty!) within 30 days from canceling, by the method set forth in Section 3, below. If you cancel within the Trial Period and return your trial bottle within 30 days after canceling, you will not incur any further charges. If you cancel but do not return the bottle, your credit card will be charged \$79.99 for the 30-day supply. You also are responsible for all shipping charges to return the Product to us. The free pedometer included with your trial purchase is yours to keep even if you cancel your enrollment, during the Trial Period or at any other time.

\*PureCleanse 360 T&C (the following was taken directly from their website): When you place your initial order by clicking the "Submit & Confirm", we will send you 1 bottle (a 30 day supply) of PureCleanse 360, and your credit card provided today will be charged \$69.95 (plus a\$h) and in approximately 30 days you will be charged \$69.95 plus a shipping and handling charge of \$4.95 for your second bottle of PureCleanse 360 which then qualifies you for our Rebate Program. If you qualify for our Mail-In Rebate Program (see below), you can receive a rebate of \$69.95, providing you with one FureCleanse 360. If you have any questions, please contact our Customer Service Department online at www.getvitacleanse.com/rebate/info/4.php or call us at 1-888-950-3438. Today's charges will appear on your credit card as Swiss Sciences Nutrition.





Get a firmed midsection faster

Boost your exercise & diet results

FEATURED ON:









## GET YOUR FREE\* TRIAL BOTTLE!

## **CELEBRITY REPORT:** HOLLYWOOD'S SECRET IS OUT!







#### This is the RED CARPET SECRET!

Not every star has time to work out with a personal trainer. So how do your favorite celebs flaunt that perfect figure?

Doctors and fitness trainers share a supplement with their clients to help them flush pounds quickly. Models, actors, and musicians turn to TrimSport - a dietary supplement that contains 100% natural active ingredients for a flatter stomach and a sexy figure in record time.

# Where do we send your RISK FREE\* TRIAL?

First Name:					
Last Name:					
Email:					
Phone:					
Address:					
City:					
State:	Zip Code:				
Select State State					

**RUSH MY ORDER** 

~		
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_	CERTIFIED MRIVAL

#### PROVEN RESULTS!







Real Untouched Photos (Results not typical. Individual results may vary.)

Real Untouched Photos (Results not typical. Individual results may vary.)

"I have lost 12 pounds in 2 weeks!"

-Quinn W

"I cant believe I have lost 15 pounds with TrimSport!"

-Megan T

#### BURN FAT WITH OUR SCIENTIFIC FORMULA



#### Are you ready to finally shed those unwanted pounds?

Want to look your best this summer and those special occasions? The TrimSport weight loss supplement can help you shed those unwanted pounds. Our proprietary weight loss formula has 100% all natural ingredients, including powerful Green Tea (EGCG) and the Acai Berry.

in clinical studies, Green tea has been help shown to burn body fat and boost your metabolism. TrimSport also contains Ginseng, which is known to increase energy levels, and Chromate, which supports a healthy heart and blood pressure. Our formulas are 100% all natural and safe. What are you waiting for?

#### 100% ALL NATURAL INGREDIENTS



#### Acai Berry

This potent and nutritious berry from the Amazon rain forest is loaded with antioxidants that help fight free radicals that accelerate the aging process.



#### Green Tea (EGCG)

Used for centuries in Asia and the Middle East, this ingredient is a powerful fat burner. It creates energy from stored fat and helps you burn calories and boost your metabolism.



#### Chromate®

US Patent 4,923,855 – ChroMate is a safe potent, and effective form of Chromium. It promotes a healthy blood sugar, blood presure, and cardiovascular health.



#### Ginseng

Known as a promising dietary supplement, Ginseng has been used to boost energy levels, while releasing stress, along with signs of fatigue.



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## Try It Today RISK FREE! Try It Now!

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pure**cleanse** 360

Cleanse Your Body Today!

Be Aware and Be Well.



## **HOW DO YOU WANT TO FEEL?**

- FEEL HEALTHIER & LIGHTER
- LOSE WEIGHT QUICKLY & NATURALLY

Countless people use PureCleanse every day as an all–natural method to gently flush away unwanted toxins.

Did you know that as much as 10 pounds of undigested food and fecal matter can be trapped inside your body? Can you imagine what this toxic waste is doing to your health?

We formulated PureCleanse specifically to help optimize the natural waste elimination process of your digestive system – enhancing your overall feeling of good health. How? PureCleanse uses



## IN THE NEWS

Even on TV, credible sources have been talking about the importance of colon health.



FTC-000463 Schools Att. A Page 33 of 52 CLICK HERE TO START YOUR PURECLEANSE DETOX TODAY!

It's time to have great health and energy!





the proper absorption of vitamins and minerals.

#### FEEL LIGHTER & STAY HEALTHIER

PureCleanse is a unique, powerful, and GENTLE digestive cleanser. It contains all-natural ingredients that help flush harmful food debris and toxins from the body leaving it clean, disinfected, and functioning properly.

The standard American Diet (or SAD) for most Americans consists of ultra-high level fat content foods with high levels of preservatives. Add to that pollution from red and white meats, water, air and other environmental factors can leave your insides feeling yucky and run-down.

An average American will eat 4-6 meals/day and have a typical bowel-movement (bm) once a day. This leaves anywhere from 5-8 meals of food sitting in your system at any given time.

Have you ever considered this simple question?

**Are You Clean Inside?** 



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FTC-000464 Schools Att. A Page 34 of 52

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Market Tracker



Treasurys

10-year yield 3.54%

Oil

-0.03

U.S. Dollar

1 Euro =

-1.55

Price/barrel \$74.10

+0.0041

+1.59

+0.14%

### EXPOSED: New Jersey Mom Makes \$8,000/Month And You Won't Believe How She Does It!

S&P 500

1.171.00

(As Seen On NBC, ABC, CNN, Fox News, New York Times)

Nasdag

2,426,23

+8.52

+0.35%



By: AMANDA WINSTON
Consumer Trend Investigator | Your Daily Finance
Posted: 09.35 Saturday, March 05, 2011

+2.35

+0.02%

10.891.62



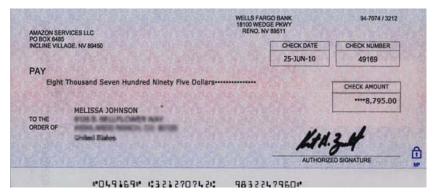
"Melissa puts her computer to work and makes money while working from home. She says that Multiple Streams of Income has helped change her financial life and recommends it to people as a good opportunity.

hours a week from home.

### **Have You Ever Considered Working From Home?**

Melissa Johnson from Piscataway, NJ never thought that she would work online, until curiosity got the best of her and she ordered a course from Millionaire author Robert Allen called Multipe Streams Of Income. Before she knew it, she discovered her secret to beating the recession, and being able to provide for her family while at home with her three children.

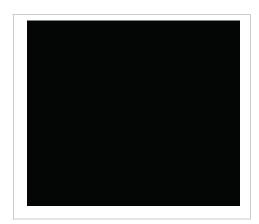
I read Melissa's blog last month and decided to feature her story in our weekly consumer report. In our phone interview she told me her amazing story. "I actually make about \$7,000-\$8,000 a month working from home. It's enough to comfortably replace my old jobs income, especially considering I only work about 15-18



A check Melissa recently received using the Multiple Streams of Income System

Working online has been a financial windfall for Melissa, who struggled for months to find a decent job but kept hitting dead ends. "I lost my job shortly after the recession hit, I needed reliable income, I was not interested in the "get rich quick" scams you see all over the internet. Those are all pyramid scams or stuff where you have to sell to your friends and family. I just needed a legitimate way to earn a living for me and my family. The best part of working online is that I am always home with the kids. Thanks to the Multipul Streams of Income Kit I am giving my kids the childhood they deserve."

I asked her about how she started her life-changing journey. "It was pretty easy", I saw an ad by Robert Allen about a course called Multiple Streams of Income. I knew about Robert Allen from TV and knew he was legit, and since they offered a "365 Day Money Back Guarantee"





Melissa Johnson is a regular mom who lost her job last year, and after an unsuccessful job hunt, she started working online. I interviewed her about her amazing story and she revealed her steps for success.

### Step 1

Go to **Multiple Streams of Income**, and fill out the form to get instant activation.

### Step 2

Get Robert Allen's Multiple Streams of Income Course and complete the attached Ad Placement Associate

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- I figured I really had nothing to lose. so I invested in the course.

The course was really cheap, under \$100. I got the course and within six weeks I was making over \$8,000 a month. Its really simple, I am not a computer whiz, but I can use the internet. I follow Robert Allen's simple instruction. "I don't even have to sell anything and nobody has to buy anything". There are openings all over the country, you should try it."

The companies you work with are worth over 100 billion dollars and are the most used sites in the internet market place, like Amazon, Google, Walmart, Delta, Apple and more... You're using the top ranked sites in the world, over 50 percent of all internet traffic flows through them everyday. It's a great opportunity and this has been helping people work at home for over 5 years. Why not get in with the internets best and biggest companies?

there are plenty of scams on the internet claiming you can make \$50,000 a month, but that is exactly what they are scams. From my conversation with Melissa, "I am making a good salary from home, which is amazing, under a year ago I was jobless in a horrible economy. I thank God every day that I filled out that form."

Quickly, Melissa Johnson was able to use the simple Robert Allen's Multiple Streams of Income to make it out of the recession.

### "I actually make \$7,000-\$8,000 a month from home." -**Melissa Johnson**

Melissa had never shared her story before, this is the first time she's going public

### Here's how to get started:

Go to Robert Allen's Multiple Streams of Income, and fill out the form to get instant activation.

### Step 2

Get Robert Allen's Multiple Streams of Income Course and complete the attached Ad Placement Associate Certification.

Deposit your Earnings by check or direct bank transfer. (Making money has never been so easy. Get ready for your life to change.)

### **Associated Links:**

**Robert Allen - OFFICIAL WEBSITE** 

WARNING - OFFER EXPIRE ON Friday, March 11, 2011

### Read Responses For This Article

("Work At Home Mom Makes \$4,000/Month Part-Time."

Saturday, March 05, 2011 @ 9:37am

does this really work? I mean the whole working at home stuff? Has anyone tried this yet? Looks promising..



Saturday, March 05, 2011 @ 10:42am

Page 77 of 93 PageID: 560 Certification.

### Step 3

Deposit your earnings into your bank account! Enjoy Life!

**WARNING - OFFER EXPIRE ON** Friday, March 11, 2011



Weather Forecast | Weather Maps | Weather Radar



**ROBERT ALLEN AS SEEN ON TV & MEDIA** 



Simon: you have to work and use the computer and internet, and if you can do that and dedicate some time each day then you can do this with no problem. I have been working with this for a month and have made over \$2,000 already. let me know if you need more help.



### Ben

Saturday, March 05, 2011 @ 1:07pm

I'd just like to add my story; I think others would like to hear it. I too was always leery about work at home offers because they always seemed to be scams. But soon after hit by recession, I was a little frightened. I wanted to have a backup plan just in case. So, I took your advice and got my **Robert Allen Multiple Streams of income** (cuz they offered a 365Day Moneyback Guarantee,) . It worked like a charm - I was earning money right away! I eventually did get laid off, just as I had feared, but since I had been using the the Robert Allen System I had money to fall back on. Now I'm doing better than I had at my job!



### Jake

Saturday, March 05, 2011 @ 9:32pm

Gonna get i tomorrow...



### Dennis

Sunday, March 06, 2011 @ 9:45am

Thanks for the info, just started this 4 weeks ago. I've got my FIRST cheque total of \$350, pretty cooll.!



### Amanda

Sunday, March 06, 2011 @ 2:19pm

I was kind of worried about the entire thing. I've never worked from home, But Yeah, I did just join and all is good. so I will post back how it goes!



### Jane

Sunday, March 06, 2011 @ 6:18pm

I just wanted to tell everyone I got my first check today for \$800!



Liz

Monday, March 07, 2011 @ 11:03am

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This is amazing! With all the scams online it was hard to find a legit system now a days, thanks for the info...



### Kate

Monday, March 07, 2011 @ 2:33pm

Even though I was not very pleased ordering online didn't wanna miss out on this offer, Great service and many thanks for the information, I have gone and ordered..



### Lyn

Monday, March 07, 2011 @ 4:58pm

It's nice to read your story Ben....glad you are making some money' Gives me hope that it will work for me too! hopefully I could come out of my college debt...



### Jess

Monday, March 07, 2011 @ 9:28pm

I just got the package. Thanks for the advice! I will keep in touch.. I could be making some extra money soon...:)



### Alex G

Tuesday, March 08, 2011 @ 10:48am

Just a quick notice... It does work but you have to be able to use a computer at least somewhat. If you can use email, etc. then you'll be fine.



### Mel

Tuesday, March 08, 2011 @ 11:08am

I think this is great and will come in really handy right now. I'm not the best computer user but I think I can post links!!! :)



### Sue

Tuesday, March 08, 2011 @ 12:18pm

I just started 6 weeks ago and I've gotten 2 check for a total of \$2,200...this is the best decision I made in a long time! "Thank you for giving me this extraordinary opportunity to make extra money from home. This extra cash has changed my life in so many ways, thank you!"



### Angie

Tuesday, March 08, 2011 @ 3:15pm

I will do anything to never have to work in a 4 x 4 cubicle ever again...if I could be my own boss that would be amazing...



### Nigel

Tuesday, March 08, 2011 @ 4:08pm

The timing of this couldn't be better, We are struggling too and this could be our

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Jen

Wednesday, March 09, 2011 @ 10:27am

Does this really work guys..? I'm a bit skeptical.. how much effort do I have to put?



Carri

Wednesday, March 09, 2011 @ 11:51am

Hey Jen, I'm using it now and it's awesome! I've signed up for my account and have been bringing in fat paychecks. For real, my first week I made \$302 and the second week I doubled it and then it kinda snowballed to \$120 a day! juet follow the course.. they will help you out...



Melissa D

Wednesday, March 09, 2011 @ 5:07pm

Thanks for the info, just started this 5 weeks ago. I've got 2 checks for a total of \$750, pretty cooll.!



Wes

Wednesday, March 09, 2011 @ 8:12pm

I ordered it today.. can't wait to get my hands on it.. thanks for the info...

### **Leave a Reply**

Name (required)
Mail (will not be published) (required)
Website



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### Work At Home Special Report!

### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 81 of 93 PageID: 564

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Thursday, March 10, 2011



This Secret!





James Field "Whitening At Home Is Just As Effective"

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OPINION

SPORTS

ON AIR

### Don't Break the Bank: A Mom's **Trick to Whiter Teeth**

### STORY HIGHLIGHTS

- Mom discovers **trick** to get white teeth from home.
- Exclusive links bring down the cost to under \$4\*.
- · Combining a Tray Kit and Whitening Pen is key.













(DailyHealth6) -- Amidst the second worst recession in United States history, thrifty consumers are turning to the internet to take advantage of special offers.



Amy, an ordinary mom from Piscataway, NJ discovered a clever trick to get a celebrity smile for less than \$4.

Thanks to the trick she discovered, thousands of consumers have been able to whiten their teeth from home.

### STEP 1:

First get **Pür Whitening Tray Kit** (Use our exclusive link for a discount!)

### STEP 2:

Then get Vibrant Smile Pen (Use our exclusive link for a discount!)

\*This is key. Use both products to get results like Amy

Amy, a New Jersey school teacher and full time mother, is one such consumer. It all started about three months ago when she bought an authentic Coach pocketbook on sale for only \$55 (75% off the retail price). She was determined to seek out other great offers and recently made her best find. Amy discovered a clever way of combining two different teeth whitening offers from two different companies -Pür Whitening Tray Kit and Vibrant Smile Pen -to get results similar to that of a professional whitening done by a dentist. Rather then spending \$500 at her local dentist to attain a sexy smile, she was able to do so for less than \$4 by using free trial offers she found online.

Amy: "I like to consider myself a smart shopper, always finding the best bang for my buck. My online teeth whitening discovery was without a doubt one of the best finds I made this year."

### **How did Amy wind up with yellow** teeth?

"While my mom always told me be to be proud of who I am and what I look like. I have always been self conscious about my yellow teeth. Truthfully, I have no one to blame for this problem but myself. I smoked for 8 years, drink 2 cups of coffee a day (only way to stay awake at work), and love a glass of red wine to help

me sleep at night. Furthermore, I would be lying if I said that I brushed my teeth 3 times a day every day. While I recently quit smoking and have cut back on the amount of coffee I drink, my tooth discoloration seems to be permanent. I used just about every "whitening" toothpaste and mouthwash product on the market and saw little if any improvement.

A co-worker of mine recently recommended to do some research online before making my next purchase. As an elementary school teacher with a modest salary and a sizeable

### **Amy's Teeth Closeup:**

During the 14 days period Amy documented this progress with her camera:

### BEFORE and ...



### ... AFTER Amy applied the 2 products:



The second picture is taken exactly 7 days after the first. Notice the strong difference after applying the 2 trials during that time.

### **Related Videos**

**Medical Video Explaining Cavites** 

Be proactive-prevent cavities to help avoid

### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11

mortgage, cost was a major concern. While searching the Web I found a few online teeth whitening companies giving away free trials where you only had to pay a few dollars for shipping. I ordered two products, <u>Pür Whitening Tray Kit</u> and <u>Vibrant Smile Pen</u>, both of which had 9/10 ratings and positive feedback from all users. After using the first product the results were noticeable, but after following with the second product I had a celebrity white smile. I'm far from a medical expert, but it appears that each product focused on DIFFERENT parts of the problem and that the second one put the whitening effect into overdrive. By using them both in a row I had absolutely unbelievable results. I can't believe companies are practically giving these products away!"

Amy: "I'm an optimist and always look for the silver lining in any situation. While this recession has negatively impacted me like everyone else, my savvy shopping skills got me the smile I always wanted."

Online teeth whitening companies are **DESPERATE** for new customers and are giving away free trials as a way to find new clients and offload excess inventory. **You can and should take advantage of the downturn in the economy just like Amy.** 

When asked to elaborate on her discovery Amy said:

"I was impressed with the results after the first 3 days – but once I saw my teeth after a week, I was absolutely blown away... I knew I was onto something. The trick is to use TWO trial products that compliment each other **TOGETHER** to give yourself a whitening comparable to that of your favorite actress."

Daily Health 6 would like to thank Amy for this amazing teeth whitening tip. If you are interested in using Amy's trick, we have provided links and coupon code information for the two products she used. After further research, we have learned that these coupon codes will work until Friday, March 11, 2011, so you have until then to obtain these free trials. Remember, to get results like Amy's, you will want to use BOTH products together:

### STEP 1: Click here for Pür Whitening Tray Kit

(Use our exclusive link for a discount!)

### **STEP 2: Click here for Vibrant Smile Pen**

(Use our exclusive link for a discount!)

Would you like to share a consumer tip for next week? If so, please send us an email!

### Comments (44 out of 44)

Read Responses For: "Don't Break the Bank: A Mom's Trick to Whiter Teeth"

### Johanna says:

Wednesday, March 09, 2011

@Jack - those are amazing results! I just see that in a few days the two promo codes will expire! I guess I was lucky to still get them. Everybody hurry up... :-)

### Mike says:

Wednesday, March 09, 2011

I smoked for quite a few years. recently quit and wanted to whiten my teeth, dentist quoted \$350!!!!! this is great

### Kevin says:

Wednesday, March 09, 2011

Been a smoker all my life. My wife showed me this... We ordered both trials and had the same results as Jack. His photos say it all!!!

### Jack says:

Wednesday, March 09, 201

 $@ Cody - my \ teeth \ are \ really \ sensitive \ as \ well, \ had \ no \ problems, \ shipping \ to \ Illinois \ took \ 2 \ days.$ 

### Tiffany says:

1 Page 83 of 93 PageID: 566

potentially expensive dental treatments down

**How to Brush Teeth With Braces** 

When your child has braces, it is more important than ever for them to brush.

### Weather

### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 84 of 93 PageID: 567

Wednesday, March 09, 2011

@Jack - jeeze, that's amazing. i wish my teeth looked like that! took the dive and ordered

### Jack says:

Wednesday, March 09, 201

Sorry it took a while, but I wanted to be sure. I just finished the combo. I took a pic when I got the products a week ago (Pür Whitening Tray Kit came first, had to wait for the other one for an extra day), used them for about a week and just took another pic a few minutes ago. Here they are. Honestly, this is unbelievable, all I have to say is WOW. My Teeth:





### James says:

Tuesday, March 08, 2011

my teeth are pretty yellow from drinking coffee and I'm not about to give that up, LOL. i can see how two different products might work better, can't wait until my trials get here.

### Sarah says:

Tuesday, March 08, 2011

It's been a week since I started using these two together and I've been feeling a lot more confident, this is perfect, thanks.

### Jennie says:

Monday, March 07, 2011

been so busy with the kids lately that never able to find deals like this. clever idea whoever came up with it!

### Lisa says:

Monday, March 07, 2011

never even thought about combining the products.

0 1

### Ryan says:

Monday, March 07, 2011

anybody know If I've already ordered a trial before, if i can do it again.

### Wendel says:

always down for stuff like this. props

Sunday, March 06, 2011

### Cody says:

Sunday, March 06, 2011

I really want to try this but my teeth are very sensitive, anyone know how this will affect them? Also how fast do you get the trials?

### Jennifer says:

Sunday, March 06, 2011

My mom just e-mailed me this, a friend at work had told her about it. i guess it works really well

### Amanda says:

Sunday, March 06, 2011

Got my trials a few days ago, already seeing a difference. can't wait to see what the end result is

### **Chris says:**

Saturday, March 05, 2011

@Jack - any updates? wanted to see how it went

### Amy says:

Saturday, March 05, 2011

Beats the whitening strips I've used in the past HANDS DOWN!

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Rick says:	Saturday, March 05, 2011	
glad i stumbled across this, nothing like saving a few bucks.		
Michelle says: Fantastic! What a difference in her smile! Wow!	Saturday, March 05, 2011	
Nicela cayer		
Nicole says:  Saturday, March 05, 2011 i do a lot of online shopping and I've can't believe they haven't caught onto this, fantastic story! tHAnks Health 6!		
Julie says:		
Saturday, March 05, 2011 My brother did this a few months ago, I waited to order my trials to see if it really worked and then they stopped giving out the trials! what a dumb move that turned out to be. glad to see the trials are back again, I wont make the same mistake.		
Brian says:		
had no idea you could get results like this at home	Friday, March 04, 2011	
Lee says:		
I want to see Jacks and others results before I order. bookmarked this page, keep	Thursday, March 03, 2011 'em comin	
Courtney says:		
Thursday, March 03, 2011 As a realtor it's important to look and feel my best, unfortunately the housing market isn't doing that great so cash has been a little tight lately. Thanks for the info, looking forward to receiving my kits.		
Madison says:		
this looks like a great alternative to going to the dentist LOL and who can complain	Thursday, March 03, 2011 about the price	
Liz says:		
Thursday, March 03, 2011 For once I was able to do something nice for myself without feeling guilty about the cost.		
Rebecca says:		
just placed my order for both trials. thanks Amy and amy!	Thursday, March 03, 2011	
Lori says:		
wasn't sure about ordering online but this deal seals it for me, didn't want to miss onew smile	Thursday, March 03, 2011 but. looking forward to my	
Tracy says:		
telling all my friends about this, ty for the info	Thursday, March 03, 2011	
Nick says:		
10/10!!! LOVE THE STORY!!	Wednesday, March 02, 2011	
Vanessa says:		
I was considering laser whitening but the cost is was outrageous. Great find, order	Wednesday, March 02, 2011 ing now my kits now	

### Case 1:11-cv-02172-RMB -AMD Document 3-5 Filed 04/18/11 Page 86 of 93 PageID: 569 Mark says: Wednesday, March 02, 2011 Great Bargain. I Cannot Believe The Results! Rachel savs: Wednesday, March 02, 2011 You are very lucky Amy! Hope it works the same for me. Diane says: Tuesday, March 01, 2011 I saw this on the news. How lucky is she to have found this opportunity!?!?! Thank you for sharing this tip! I just **Doreen says:** Tuesday, March 01, 2011 Amy!!! I promised I'd report my progress so here I am!! It took 3 days to arrive (they said it would be faster), but the wait was SOOO worth it. I ALREADY see a difference. THANK YOU sooooooooo much!!! Amy xoxoxo ..... Marco says: Tuesday, March 01, 2011 I saw you on this report, and the timing of this couldn't be better, I'm getting married next month and have been concerned about my teeth. thanks for the tip! Mikey says: Tuesday, March 01, 2011 Thanks for the info, just started mine. Stephen says: I've smoked for 13 years and this immediately started working for my stains, thanks Amy! Amy says: Tuesday, March 01, 2011 Yay! glad to see it's helped and that my story is getting out there! good luck! Jack says: Monday, February 28, 2011 I ordered my trials. I PROMISE I will keep everyone posted. Jim says: Always impressed with the deals you guys dig up, got both trials. Can't wait to see what you've got lined up Davis says: Monday, February 28, 2011 This is amazing! I wish I knew about this 5 years ago. Damo says: Monday, February 28, 2011 I own a vineyard and my teeth might as well be dark purple at this point, just orded, hope this helps. **Doreen says:** Hey Amy, i just signed up and added you to my Twitter, cant wait to share my progress. thanks again, Amy

### **Leave A Reply**

Comments will appear after approval by our editorial team. Thank you.

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Name:

City:

Email:

Message:

Submit

### TERMS AND CONDITIONS CAREFULLY READ AND AGREE TO PURCHASE TERMS BELOW BEFORE ORDERING:

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\*Pür Whitening Tray Kit T&C (the following was taken directly from their website): If you are not completely satisfied for any reason when you receive your product, you can return it for a refund. Starting 30 days from your order date, you can request unlimited refills (no auto ship) every 30-days and pay only \$14.97 s/p. For coupon eligibility, simply collect four refills & complete coupon form. You're that much closer to health & beauty.

\*Vibrant Smile Pen T&C (the following was taken directly from their website): We are confident you will see the benefits of using our Vibrant Smile Pen Teeth Whitening Kit within our 14-day trial. You are taking the next step toward a more confident smile! Upon signing up for your trial offer, your credit card will be charged a one-time processing fee of \$4.95. If you don't cancel your trial, you've chosen to enroll in our one-time membership. You will be charged the sum of \$129.95 to the credit card provided 15 days from the initial order to enroll you into our Annual Membership Program. This is a discounted price for members that we help saved hundreds of dollars over similar teeth whitening products, or the cost of professional dental whitening! Furthermore, 46 days from the trial date, \$19.95 will be charged to the credit card provided monthly for your replenishment and product fees of your Vibrant Smile Pen product. Please note results may vary, but with continuous use of Vibrant Smile Pen we are confident you will see that smile you are trying to achieve. For further



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FTC-000478

## A CLINICAL STUDY ON HOME WHITENING

tooth whitening products seem to work well and give great results even without the use of lasers Recent studies by many prominent dentists have shown that bleaching compounds contained in or lights. The use of lasers or lights do not effect the results in most cases. These studies were performed whitener, while the teeth on the other side are treated using the whitener as well as an activating by using the "split arch" method, wherein the teeth on one side are treated using just the

Studies have stated that the results were the same in both cases. The teeth on both sides were the Att. A Page 48 of 52

### ۲. ک Page 49 of 52 Schools

# **Pür**hitening

equally whitened in the initial comparisons as well as the evaluations that were made after one year of treatment."

## **AMAZING RESULTS**

Pür Whitening Works Like No Other!

AFTER

BEFORE

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Teeth Whitening Number One Request From Patients







spent on the procedure. CNN Anchor - Paula Zahn: And the

ages 20 and 50. And more than a billion dollars a year is

"According to the American Academy of Cosmetic Dentistry

volunteers, and it ranged from one shade difference to eight

shades lighter.(1)"

Tooth Whitening Leads

in Cosmetic Dentistry

U.S News:

guess is the low-cost version of what a dentist might offer.

New York Dentist - Dr. Lou Siegelman: We tested 22

kits have come out you can use at home that



work as well as or better than in-office treatments, according

to Matis. In studies, he has found that at-home treatments

outperform all tested in-office products.(2)'

"An informed do-it-yourself approach may be cheaper and, ultimately, just as effective. Costing \$200 to \$400, the kits

### JNBEATABLE BENEFITS OF THE PÜR WHITENING SYSTEM **WHY USE PÜR WHITENING?**

Simulated Images







SAME RESULTS DELIVERED BY DENTISTS WORLDWIDE!



USE THE AT-HOME WHITENING KIT ANYTIME!



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An estimated Ten Million Americans will spend a whopping 1.7 Billion Dollars on tooth whitening products and services this year. According to the American But you don't have to spend a fortune, just fill out the form and we will send you your TRIAL OFFER for a full 14 days!



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Limit One (1) Per Household

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2. http://health.usnews.com/health-news/managing-your-healthcare/bones-joints-and-muscles/articles/2008/02/06/tooth-whitening-leads-in-cosmetic-dentistry.html References: 1. http://archives.cnn.com/TRANSCRIPTS/0207/15/ltm.12.html



### TOOTH WHITENING IN THE MEDIA



**Blinded by the White:** Teeth Go Beyond Pearly "Other celebs including Jon Bon Jovi, Oprah Winfrey, Brad Pitt, Angelina Jolie, Jessica Simpson, Nick Lachey, Britney Spears, Cheryl Hines, Eva Longoria and Tom Cruise - plus many more - have gleaming white smiles a result of bleaching..."

### **CNN**

Teeth Whitening Number One Request From Patients "According to the American Academy of Cosmetic Dentistry, teeth whitening is the #1 one request from patients between ages 20 and 50. And more than a billion dollars a year is spent on the procedure. CNN Anchor - Paula Zahn: And the range of kits have come out you can use at home that I guess is the low-cost version of what a dentist might offer. New York Dentist - Dr. Lou Siegelman: We tested 22 volunteers, and it ranged from one shade difference to eight shades lighter."

### A Clinical Study on Home Whitening

Recent data provided by many respected dentists have shown that the bleaching compounds found in tooth whitening products work well and give great results even without the use of lasers or lights. These practices in most cases do not effect results. The studies in question used a method called the "split arch". In this testing method, the teeth on one side of the mouth are treated using just the whitener while the

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### **Amazing Results!**

My Vibrant Smile Works Like No Other!



### Testimonials



Judy Wood **32, Houston, TX** 

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other side is treated

using the whitener plus a light source. These studies have stated that the results were the same. Both sides were shown to be equally whitened in the initial comparisons as well as evaluations up to one year after treatment.

### Get That Bright Smile Back with My Vibrant Whitening Pen

Do you remember when your smile was white as could be; before it faded with stains and discoloration? Our daily habits including but not limited to; coffee, red wine, soda, and tea fade the color of our teeth over time. The result is an unattractive discoloration that makes our once shiny smile a distant memory. This has made tooth whitening one of the most popular cosmetic dental procedures in the United States. But who can afford to visit their



dentist every time they want their teeth whitened? It is estimated that Americans spend a mind boggling 1.7 billion dollars on tooth whitening products and services every year.

I feel like I have gained self confidence after using the My Vibrant Teeth Whitening Pen. My teeth were stained from earlier years of smoking and I was somewhat embarrassed to smile in front of people. Now, everyone compliments me on how white my teeth look and it really feels great to hear that. I can't tell you how glad I am that I tried your products.





Donna Kirksmile 24, Miami, FL

before

ore after

I smoked for quite a few years. After I quit, I

wanted to whiten my teeth. My dentist quoted \$250. Your pen worked great and I appreciate not having to spend a fortune.



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